

American English LIVE!

Teaching Hospitality and Tourism:

Building Leadership, Communication, and Intercultural Awareness

September 15, 2021 @ 8 am or 1 pm EDT



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Teaching Hospitality and Tourism:

Building Leadership, Communication, and Intercultural Awareness

In this webinar, we will:

- discuss the benefits—and challenges!—of English for Specific Purposes (ESP) courses
- examine how ELT educators can support students employed or seeking work in hospitality and tourism
- consider how to structure a hospitality/tourism ESP course that strengthens fluency, leadership skills, confidence, and intercultural awareness
- explore practical activities designed for hospitality/tourism ESP courses



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Serena Chu-Mraz



Serena is a teacher trainer and ESL instructor based in Modesto, California. She has expertise in teaching EAP at the community college level with a focus on fostering critical thinking skills and social-emotional intelligence. Serena has extensive experience with developing curricula for and teaching English for Hospitality and Tourism, and she has trained hospitality professionals in the U.S. and Mexico.

Serena served as a U.S. Department of State English Language Fellow in Mexico in 2010-2011, teaching EFL methodology and mentoring students in the teacher certification program.



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Teaching Hospitality and Tourism: Building Leadership, Communication, and Intercultural Awareness

Serena Chu-Mraz



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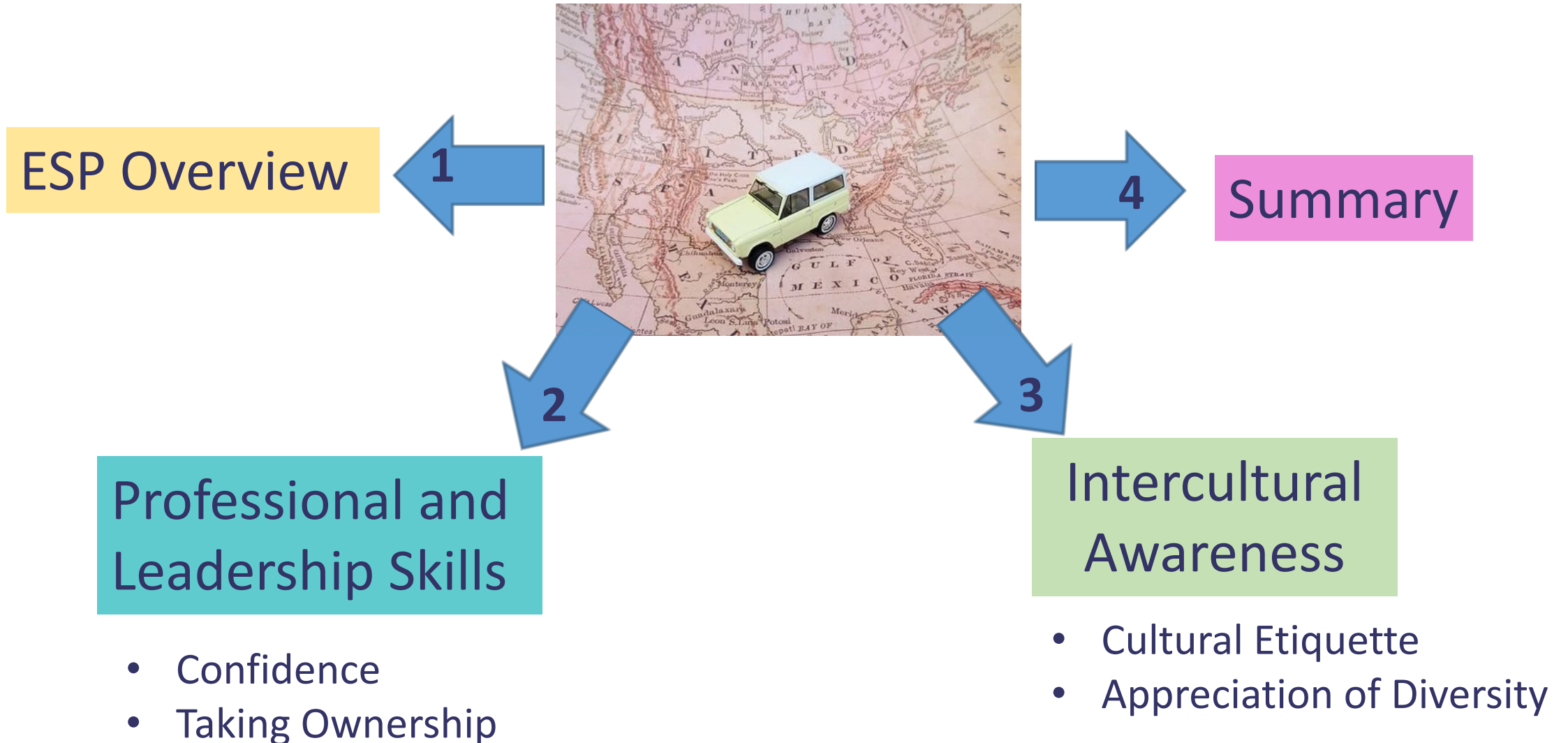
Where am I, and why do you think that?



1. Inca Trail, Peru
2. Milford Track, New Zealand
3. Zion National Park, USA



Webinar Roadmap



Webinar Roadmap

ESP Overview

1



What is English for Specific Purposes (ESP), and how is it different from general English courses?

- The language learned is specific to the field
- Focus is on communicative competence and the specific needs of the learner
- Materials are authentic and work-specific
- Usually for students already employed or adults entering a specific field

What topics could be covered in ESP courses?



“If the purpose for learning is to score well on a test, we’ve lost sight of the real reason for learning.”

-Jeannie Fulbright



How is this quotation connected to ESP?





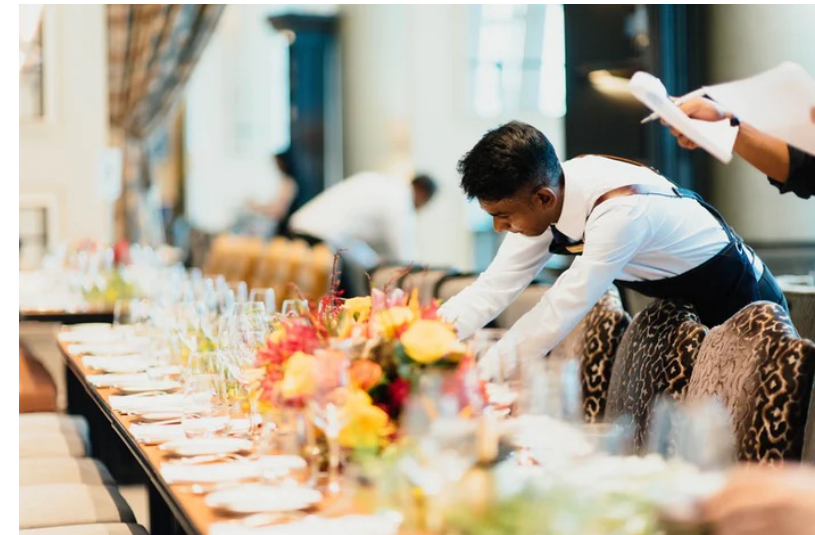
How to Develop a Hospitality/Tourism ESP Course

1. Perform needs analysis with industry leaders
2. Design modules
3. Work with industry leaders on course logistics



English for Hospitality/Tourism Modules

1. Employee Empowerment
2. Effective Communication Skills
3. Professionalism
4. Intercultural Awareness
5. Problem Solving and Conflict Resolution
6. Critical Thinking and Effective Decision Making
7. Hospitality/Tourism Vocabulary and Writing
8. Effective Sales Techniques
9. Team Building
10. Careers in Hospitality and Tourism



What are the benefits of teaching ESP?



Benefits of Teaching ESP

- Relevant to students' lives
- Students apply what they have learned to a meaningful context
- Acquire language in an accelerated manner
- Develop confidence, industry-specific communication and leadership skills
- Employees are better prepared to communicate with clients and colleagues



Challenges of Teaching ESP

- Lack of materials
- Lack of time for training
- Need to familiarize yourself with the industry



Webinar Roadmap

ESP Overview

1



2

Professional and Leadership Skills

- Confidence
- Taking Ownership

What professional skills are
needed to be successful in
Hospitality/Tourism?



Why is Confidence Important in Hospitality/Tourism?

- Provide outstanding guest service
- Connect with new people and experiences
- Communicate more effectively
- Build trust
- Important for career advancement



Confidence at Work Quiz

1. I feel comfortable talking to my supervisor.
2. When something is challenging for me at work, I keep trying.
3. I achieve the goals I set for myself at work.
4. At work, I can talk to new people.
5. I am able to stand up for myself at work.



1 = Never
2 = Rarely
3 = Sometimes
4 = Often
5 = Always

How did you do?



5-10	You probably wish you had more self-confidence at work! Take a closer look at all the things you've achieved in your life. You may tend to focus on the negative. This takes time and attention away from understanding and using your skills and talents.
11-16	You're doing an okay job of understanding your skills and believing in your abilities at work. But perhaps you're a little too hard on yourself, and this may stop you from getting the full benefit of your experiences.
17-25	Excellent! You're doing a fabulous job of learning from every experience at work and not allowing problems to affect the way you see yourself. But you need to nurture your self-confidence, so keep practicing the tips for cultivating confidence to make sure your work is full of success.

Cultivating Confidence

- Life skill
- Can be learned and practiced
- Can help develop skills that will help our students professionally, academically, and personally



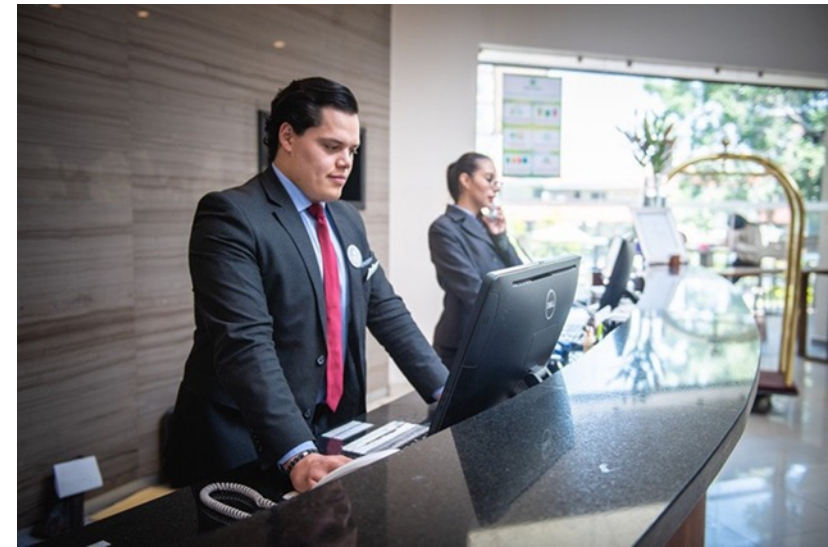
Cultivating Confidence

- Dress professionally and take care of your appearance.
- Use good posture.
- Sit in the front row.
- Take action and get it done.
- Stay positive about your skills and talk about yourself in a positive way.

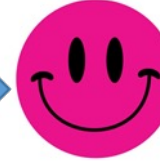
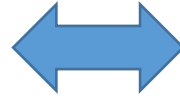


Why is Taking Ownership Important in Hospitality/Tourism?

- Provide outstanding guest service
- Empowered at work to make a difference
- Recognize your strengths and what you have to offer to others
- Make effective decisions
- Important for career advancement



Taking Ownership: Conversation Line



What are your strengths at work?

First of all, I am friendly to customers...



Taking Ownership: Conversation Line

3. What are your strengths? What makes you special in your job?



Taking Ownership: Benefits of Role Plays

- Gives students practice in authentic situations
- Builds confidence
- Strengthens communication
- Builds critical thinking
- It's fun and interactive



Taking Ownership: Role Play Steps

1. Provide students with a situation. Students brainstorm what they would do.
2. Students practice the role play in small groups.
3. Students perform in front of class.
4. Ask other students to give feedback:
“How did they show ownership?” “What did they do well?” “What could they improve?”



Alternative: Have students act out NOT taking ownership first. 😊

Taking Ownership: Key Phrases

Phrases to Avoid	Phrases to Use Instead
<p>“I don’t know.”</p> <p>“We can’t do that.”</p>	<p>“That is a good question. Let me find out for you.”</p>
<p>“No.”</p>	<p>“I’m sorry. We do not have that menu item, but let me offer you something else.”</p>
<p>“That’s not my job.”</p>	<p>“The person who handles that is <u>(name)</u>. Please let me get him/her.”</p>



Taking Ownership: Role Plays



Situation	How would you take ownership?
A customer is unhappy because the restaurant has no more lentil soup.	

Webinar Roadmap

ESP Overview

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2

Professional and
Leadership Skills

- Confidence
- Taking Ownership

3

Intercultural
Awareness

- Cultural Etiquette
- Appreciation of Diversity

Intercultural Awareness



Why is intercultural awareness important in hospitality and tourism?



Cultural Etiquette Quiz



Answer true or false



1. In China, the number 4 is considered a lucky number.
2. In Morocco, you should eat with your right hand.
3. In South Korea, it is important to give eye contact to your boss to show you are paying attention.
4. In Colombia, it is considered rude to call someone over with your index finger. Instead, you should keep your palm down and wave your fingers towards you.
5. In Japan, when someone gives you a gift, you should open it immediately to show how happy you are.

1. False
2. True
3. False
4. True
5. False

Cultural Etiquette Quiz



When to use it:

To introduce students to cultural differences and stimulate curiosity

Communication and critical thinking skills:

- Enhance communicative competence
- Practice listening skills
- Identify why these concepts are important for hospitality/tourism

Extension activity:

Students discuss how the etiquette in the quiz is similar or different to the etiquette from their own country

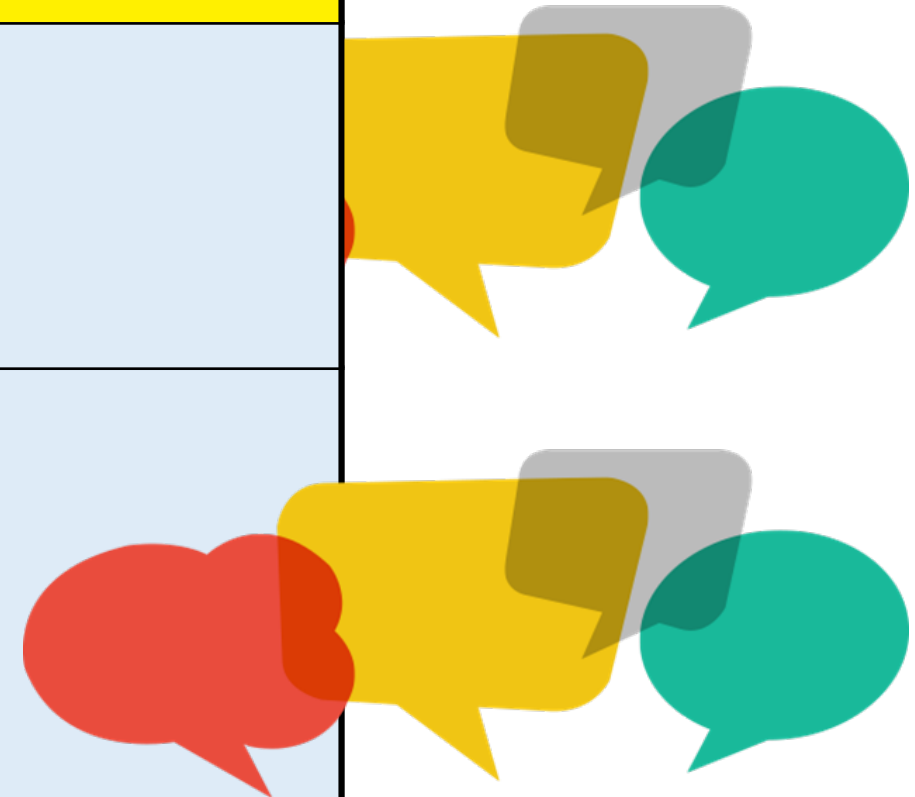
Cultural Etiquette Role Plays

- Gives students practice in authentic situations
- Allows them to think critically
- Encourages awareness of cultural mistakes
- Develops confidence and communicative competence



Cultural Etiquette Role Plays

Situation	What is the cultural mistake? What would you have done differently?
A Japanese businessman offers his business card to the General Manager (GM) at the restaurant. The GM takes the card with one hand and puts the business card in his back pocket.	



Appreciation of Diversity: Collaborative Poster

- Traditions/Customs
- Important holidays
- Etiquette
- Greetings
- Food
- Clothing
- Languages



Collaborative Poster: Skills Developed



- Presenting to peers is a life skill
- Activity stimulates curiosity and prepares them for the future
- Participants learn from each other
- Increases confidence
- Builds intercultural appreciation

Collaborative Poster: Assessment and Alternatives



Assessment:

Students write a short reflection about what they learned from the poster activity.

Alternatives:

- Power Point presentation
- Focus on countries that have many visitors to your country

Collaborative Poster



What country would you pick
for your poster, and why?

Appreciation of Diversity: Personal Item Activity

Bring in an item from home that has personal significance to you: it can represent your culture, your family, your religion, or a hobby you have. It can be an object, a work of art, some music, a photograph, clothing, or food.

Share your personal item with your classmates and explain why it is important to you.



Appreciation of Diversity: Personal Item Activity

Benefits:

- Gain appreciation of diversity
- Practice oral communication/listening
- Appropriate for diverse learners

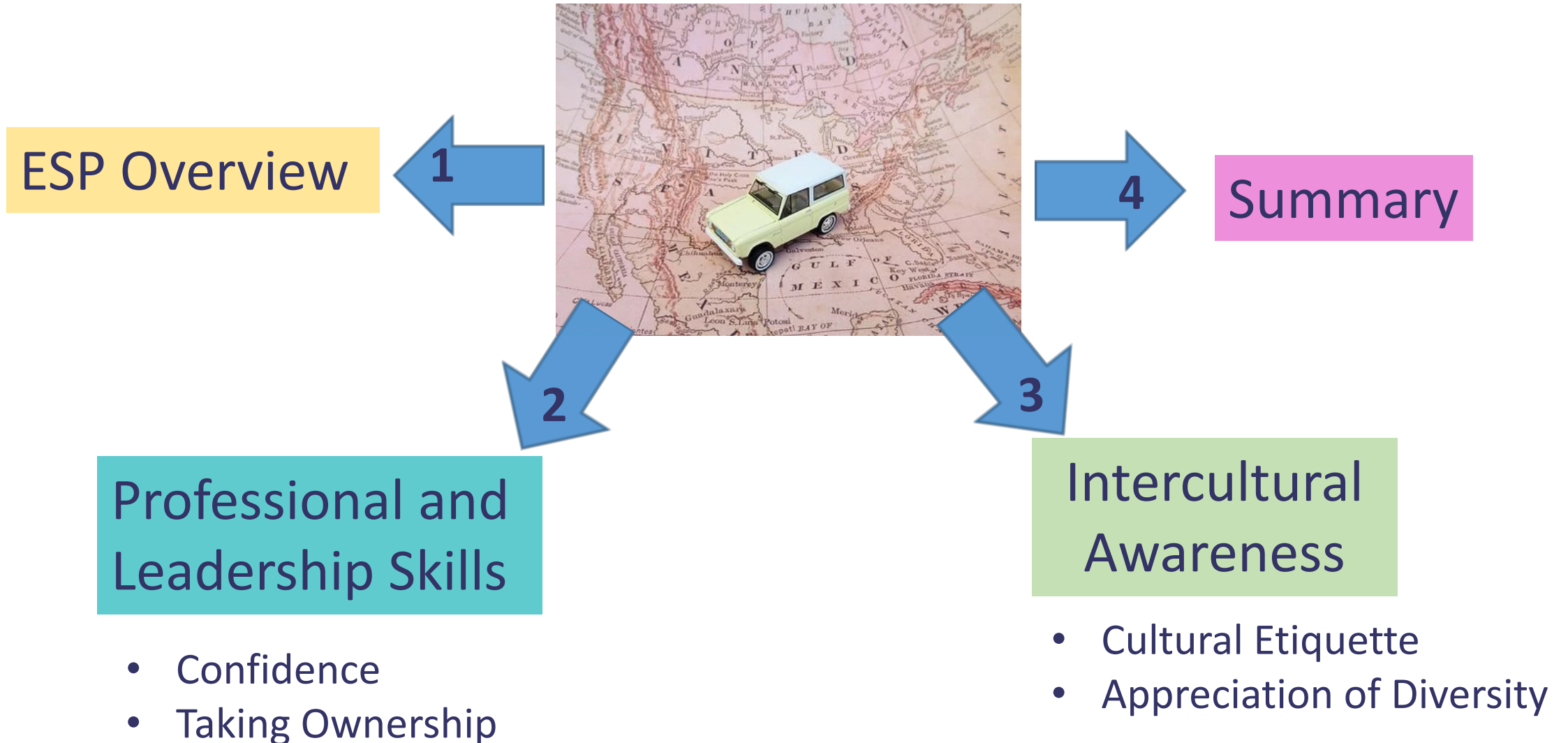
Extension:

Write a diary entry from the point of view of your personal item

Alternative: Cultural item activity



Webinar Roadmap



Summary

ESP Courses

- Relevant to students' lives
- Language learning is contextual and work-specific
- Focus is on communicative competence

Hospitality/ Tourism Skills

- Leadership and professional skills:
building confidence and taking ownership
- Intercultural awareness and appreciation of diversity
- Communicative competence and interpersonal skills

Activities

- Role plays
- Conversation line
- Collaborative posters and oral presentations
- Quizzes to stimulate interest (confidence and cultural etiquette quizzes)
- Personal item activity

**Which of these activities would you like to try
in your classes?**



Thank you!



Thank you!

Questions or concerns?

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Reflection Questions

1. How can you determine which professional skills—such as teamwork, taking ownership, or cultivating confidence—ESP students require? Who might you ask? What research might you need to do?
2. What sorts of language topics might you include in a course for Business and Hospitality ESP students? That is, what grammar points, vocabulary items, and language functions could be useful to this learner group?
3. Which of these ESP activities might you try or adapt for your classes? What variations or extensions might you incorporate?



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